



## **“OUR ROOTS”**

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- Located in Holyoke
- Spanish-speaking organization
- 500 miembros – “members”
- 11 community garden sites
- 30 acre farm
- 501c3 and CDC
- 20 tons/year grown, shared and sold
- Community programs: farm to school, environmental, youth outreach, economic development





# Nuestra Comida

*“Our Food”*



- Cultural crop development with University of Puerto Rico Mayaguez and UMass Amherst
- Our finqueros – “farmers” have over 100 years combined experience growing these warm-weather crops in Holyoke and in the tropics
- Cultural agritourism family destination
- Cannot meet customer demand!





So...give me one reason why urban ag important?

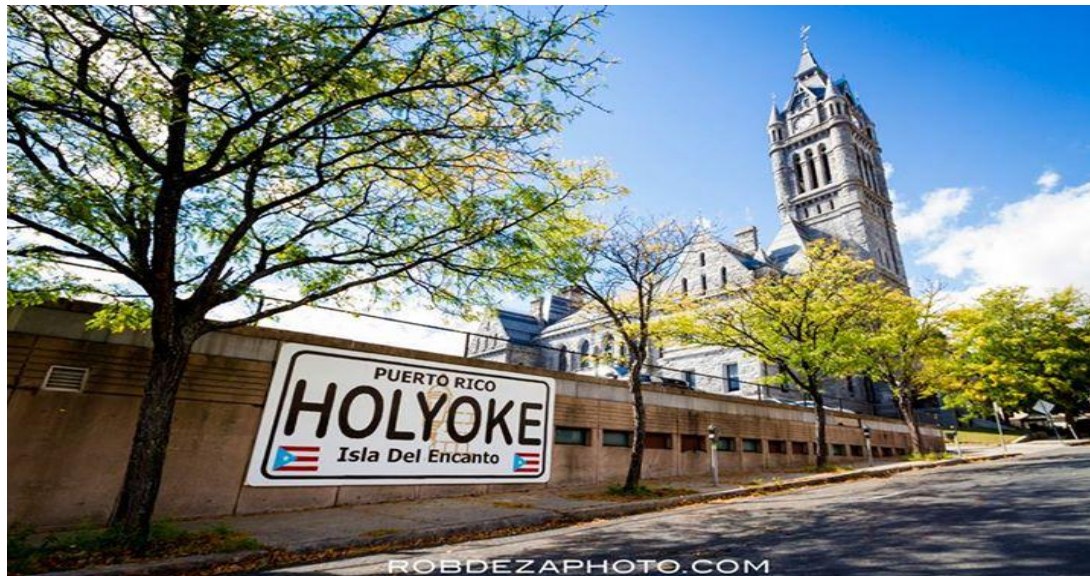






# *Money! Opportunity!*

- 660,000 Hispanics in MA
- New market segment in local agriculture
- Big business is eyeballing this marketplace





# Urban Ag: Foundation for a New Food System



- Community gardens identify cultural crops preferred by your residents
- Produce is grown and shared across households, creating and supporting demand
- Farmers begin to grow and sell the new specialty crops, on urban and rural growing sites



# What is next for us? Secure our organization for future generations

We seek to expand cultural agritourism site development at our Holyoke farm, expand our retail and wholesale cultural crop businesses, and transition the farm to a for-profit enterprise significantly owned and operated by community members, with Nuestras Raices 501c3 as a major shareholder and beneficiary. This is an ambitious million dollar goal, we believe the time is now.

*There is little precedent for urban ag on our scale.*

*We are ready, but the world needs to catch up.*

***GET OUT THERE AND GET PLANTING! WE NEED YOU WITH US!***



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